



May 17, 2004

REQUEST FOR PROPOSAL NO. 05-002

GROWTH VISIONING CONSENSUS BUILDING IMPLEMENTATION AND MONITORING

Main Office

818 West Seventh Street

12th Floor

Los Angeles, California

90017-3435

t (213) 236-1800

f (213) 236-1825

www.scag.ca.gov

Officers: President: Councilmember Ron Roberts, Temecula • First Vice President: Supervisor Hank Kuiper, Imperial County • Second Vice President: Mayor Toni Young, Port Hueneme • Immediate Past President: Councilmember Bev Perry, Brea

Imperial County: Hank Kuiper, Imperial County • Jo Shields, Brawley

Los Angeles County: Yvonne Brathwaite Burke, Los Angeles County • Zev Yaroslavsky, Los Angeles County • Harry Baldwin, San Gabriel • Paul Bowlen, Cerritos • Tony Cardenas, Los Angeles • Margaret Clark, Rosemead • Gene Daniels, Paramount • Mike Dispenza, Palmdale • Judy Dunlap, Inglewood • Eric Garcetti, Los Angeles • Wendy Greuel, Los Angeles • Frank Gurulé, Cudahy • James Hahn, Los Angeles • Janice Hahn, Los Angeles • Isadore Hall, Compton • Tom LaBonge, Los Angeles • Bonnie Lowenthal, Long Beach • Martin Ludlow, Los Angeles • Keith McCarthy, Downey • Llewellyn Miller, Claremont • Cindy Miskowski, Los Angeles • Paul Nowatka, Torrance • Pam O'Connor, Santa Monica • Alex Padilla, Los Angeles • Bernard Parks, Los Angeles • Jan Perry, Los Angeles • Beatrice Proo, Pico Rivera • Ed Reyes, Los Angeles • Greig Smith, Los Angeles • Dick Stanford, Azusa • Tom Sykes, Walnut • Paul Talbot, Alhambra • Sidney Tyler, Pasadena • Tonia Reyes Uranga, Long Beach • Antonio Villaraigosa, Los Angeles • Dennis Washburn, Calabasas • Jack Weiss, Los Angeles • Bob Yousefian, Glendale • Dennis Zine, Los Angeles

Orange County: Chris Norby, Orange County • Ronald Bates, Los Alamitos • Lou Bone, Tustin • Art Brown, Buena Park • Richard Chavez, Anaheim • Debbie Cook, Huntington Beach • Cathryn DeYoung, Laguna Niguel • Richard Dixon, Lake Forest • Alta Duke, La Palma • Bev Perry, Brea • Tod Ridgeway, Newport Beach

Riverside County: Marion Ashley, Riverside County • Thomas Buckley, Lake Elsinore • Bonnie Flickinger, Moreno Valley • Ron Loveridge, Riverside • Greg Pettis, Cathedral City • Ron Roberts, Temecula

San Bernardino County: Paul Biane, San Bernardino County • Bill Alexander, Rancho Cucamonga • Edward Burgnon, Town of Apple Valley • Lawrence Dale, Barstow • Lee Ann Garcia, Grand Terrace • Susan Longville, San Bernardino • Gary Ovitt, Ontario • Deborah Robertson, Rialto

Ventura County: Judy Mikels, Ventura County • Glen Becerra, Simi Valley • Carl Morehouse, San Buenaventura • Toni Young, Port Hueneme

Orange County Transportation Authority: Charles Smith, Orange County

Riverside County Transportation Commission: Robin Lowe, Hemet

Ventura County Transportation Commission: Bill Davis, Simi Valley

The Southern California Association of Governments (SCAG) is soliciting proposals in response to Request for Proposal (RFP) No. **05-002, Growth Visioning Consensus Building, Implementation and Monitoring**. The RFP is comprised of the following nine parts presented herein as attachments:

1. Scope of Work with Exhibit
2. Proposal Information, Organization, and Content
3. Proposal Evaluation Form
4. Interview Evaluation Form
5. Contract Budget Explanatory Information
6. Debarment and Suspension Certification
7. SCAG Conflict of Interest Form
8. SCAG Vendor/Consultant Application
9. SCAG Standard Consultant Agreement

Firms wishing to respond to RFP No. **05-002** must submit their proposal to the attention of **Anthony M. Piunno, Jr., Senior Contracts Administrator**, by **3:00 p.m. (Pacific) on Thursday, June 17, 2004** to the address that follows:

Southern California Association of Governments
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017

Your proposal must be received at SCAG by the deadline specified above. Late submittals will not be accepted. Also, faxed or electronically sent proposals will not be accepted. Any proposal received after the deadline will be returned to the consultant/vendor without further consideration.

Respondents should fully address all components of this RFP, especially of the following stipulations:

- SCAG reserves the right to disqualify any and all proposals that are not submitted in accordance with the required format described in this RFP.

- Proposals must include a line item budget in the format and detail shown in Attachment 5. A similar detailed budget is required of each subcontractor whose portion of the work is \$25,000 or more.
- Any proposal exceeding the budget specified in this RFP will not be accepted.
- Funding for this project is contingent upon availability of funds at the time of contract award.
- SCAG does not reimburse respondents for the cost of proposal preparation, even in the event of RFP cancellation.
- Proposals must be printed/copied on recycled paper that has at least 20% post-consumer material. Ring binders will not be accepted, however, comb binding will be allowed.
- The Debarment and Suspension Certification must be fully completed by all parties to the proposal (prime and all subcontractors).
- The SCAG Conflict of Interest Form must be fully completed by any parties to the proposal whose portion of the overall work is valued at \$25,000 or more. All persons or firms seeking contracts valued at \$25,000 or more must complete and submit this SCAG Conflict of Interest Form to SCAG along with your contract proposal. This requirement also applies to any proposed subcontractors whose portion of the overall work is valued at \$25,000 or more.
- The three references that are required in Attachment 2 should not include any SCAG staff.
- Disadvantaged Business Enterprises (DBEs), as defined in Title 49, Part 26 of the Code of Federal Regulations, are strongly encouraged to apply.
- All offerors should ensure that they have completed and submitted a SCAG Vendor/Consultant Application, which has been provided as Attachment 8 of this proposal. Applications can also be obtained on-line at www.scag.ca.gov, under "News and Announcements." The application is mandatory for all primes, but optional for subcontractors. Please be advised that if you received a postcard notification for this RFP, you are on our pre-qualified vendors list and do not need to fill out an application.
- All offerors should be aware of the Insurance Requirements for Contract Award, (Attachment 9, Section 41), and must provide a Certificate of Insurance that indicates compliance with those requirements. The Certificate of Insurance must be provided by the successful offeror prior to contract award.

- If applicable, SCAG prefers that software developed, under SCAG's contract, not incorporate proprietary and/or third party software components. This does not preclude the development of deliverables, which interface with commonly-available off-the-shelf software. However, contractors must determine in advance whether SCAG already has, or is willing to procure, appropriate licenses for any proprietary and/or third party software that would be required. Impacts of enhancements and upgrades must also be provided. SCAG will require delivery of documentation and source code for all electronic intellectual property developed under a SCAG contract prior to releasing final payment to the contractor.

The maximum period of performance for this contract is 12 months.

Technical questions regarding the Scope of Work may be directed to Mark Butala at (213) 236-1945 or butala@scag.ca.gov. Administrative questions may be directed either to Anthony M. Piunno, Jr., at (213) 236-1887 or Sam Mehta at (213) 236-1813.

Sincerely,

Heather Copp
Chief Financial Officer

SCOPE OF WORK

GROWTH VISIONING CONSENSUS BUILDING, IMPLEMENTATION AND MONITORING

RFP No. 05-002

Background

In January 2000, SCAG established the Growth Visioning program to provide a policy framework for growth forecasts; provide direction on producing alternative urban form scenarios; consider balanced and efficient growth and transportation patterns; and consider other sustainable development and environmental issues in the SCAG 6-county region.

In 2003, The Growth Visioning program was launched to the public under its current name – Southern California Compass – via an extensive public outreach and media campaign. This multi-year, collaborative work program has resulted in numerous work products (see SCAG Website), formed the basis for the 2004 Regional Transportation Plan (RTP) Preferred Plan, and will continue to change the climate for regional planning and cooperation in the SCAG region.

The spring of 2004 drew to a close Phase 2 of the Growth Vision program resulting in an adopted Compass Growth Vision. This Vision integrates land use development and transportation infrastructure investment to meet regional goals for mobility, livability, prosperity and sustainability.

This integrated Vision consists of a report and concept map intended to convey a common understanding and image of how the region should develop over the next decades. It is not a comprehensive plan or zoning map, rather, a detailed portrayal of how the concepts behind the Vision could be implemented to achieve the Regional Growth Principles adopted by the Growth Visioning Sub-committee in 2002.

Purpose

The challenge facing SCAG is to articulate and implement the Vision adopted by SCAG to ensure its substantial benefits are realized. As a result, the Growth Visioning program is entering its next phase - Consensus Building, Implementation and Monitoring; and this RFP is designed to solicit consultant assistance to SCAG to develop and apply an implementation program with the following objectives:

1. Continue consensus building with local governments and stakeholders throughout the region.
2. Develop a monitoring program that quantifies and records land use changes and a training program for a Visioning “tools” such as the market feasibility analysis software program.

3. Implement specific demonstration projects that integrate land use and transportation to meet the objectives of the Regional Growth Principles.

This program will entail a collaborative strategy developed with all of our partners, including County Transportation Commissions (CTCs), Subregions, counties, cities, special districts, and other stakeholders. The Compass Growth Visioning Implementation Program will be designed in the first part of the fiscal year for both short-term and long-term strategic actions. Implementation will continue through the FY04-05 and subsequent Overall All Work Program (OWP) cycles. The goals of the Implementation Program include ensuring that the measures are in place to realize the regional land use assumptions adopted in the 2004 Regional Transportation Plan (RTP) for 2010 and beyond and developing a monitoring program to objectively measure our progress.

Tasks

As stated above, this RFP is designed to assist SCAG enter a new phase of a program that has been in existence since 2000. As such, proposers are encouraged to review all previous Growth Visioning work products so as to build upon work already completed (the Implementation Framework approved as part of the Compass Growth Vision is provided for reference as Exhibit A to this Scope of Work). The following tasks are divided by each of the three main program objectives. These tasks do not necessarily reflect an exhaustive list, and need not be followed in their entirety. Respondents are encouraged to use their experience and expertise to propose a customized program intended to achieve the program objectives listed above. Also, proposals are encouraged to cite examples of what would be considered a “success” in fulfilling the tasks of the proposal. Finally, a progress plan for each fiscal year leading to the adoption of the 2007 RTP should be included with goals and strategies that ensure the framework is in place to realize the land use assumptions in the 2004 RTP.

Consensus Building

Design and implement a consensus building process to promote the preferred Regional Growth Vision and solicit input related to its expanded content and implications. The goal is to introduce the Regional Growth Vision to a wider audience, increase local governmental consensus, and influence local land use change in support of the Vision within a realistic time frame. This process should include SCAG, Subregions, County Transportation Commissions (CTCs), local governments, and other regional stakeholders. The following steps should be considered:

1. Develop a plan for approaching local governments to incorporate elements of the Vision into their local plans, policies and ordinances within a realistic time frame.
2. Develop a public relations strategy that emphasizes and builds a sense of regional leadership and direction setting – one that truly resonates with Southern Californians and begins to develop a deeper respect for SCAG by the Subregions and local jurisdictions.

3. Develop a series of at least 6 PowerPoint presentations tailored to a variety of different audiences. These presentations must be scripted, on point, and designed for ease of presentation by a member of a speaker's bureau. In addition, a matrix should be developed to easily select the appropriate presentation for the audience.
4. Compile a list of all of the local newspapers (including weekly and monthly city papers) and issue a press release for every step along the way of potential progress of projects within demonstration project areas (e.g. city council considers study of mixed-use development project along CenterLine corridor). Single-page press releases (in a format developed by SCAG) should be released weekly and include a lead hook that promotes (boasts about) a member city, Subregion, stakeholder and/or project that implements the elements of the Vision. Each release shall include a paragraph that explains the Vision, RTP, sustainability, etc.
5. Identify and ensure at least 4 opportunities for national exposure of the Vision. These may include presentations at major national conferences (e.g. ULI, APA), co-authoring print articles, etc.
6. Provide materials to SCAG staff for periodic updates to the Compass website to ensure its current with on-going Visioning activities at SCAG and its member agencies.
7. Consult with other implementation efforts at SCAG (e.g. Transit Task Force, Maglev, Operation Jumpstart) to ensure coordination.

Monitoring & Training

Building upon the strategies identified and adopted in the Compass Vision, work with SCAG, subregional partners, and other stakeholders to develop a comprehensive Regional Growth Vision Monitoring program that achieves both short- and long-term goals. Specifically, this program should quantify and record land use change at the local level and determine levels of significance so that measures of success are readily accessible and quantifiable. In addition, training should be developed to ensure that the tools developed in FY03-04 and FY04-05 are fully utilized to benefit interested local governments. The following steps should be considered:

8. Track land use changes along the dozen or so key corridor and/or center "opportunity areas" identified in the Compass Implementation Framework to ensure they receive "priority" funding in future RTPs if land use changes are consistent with the Growth Visioning Principles.
9. Develop a process to track and account for current planning efforts, development projects, and stakeholder activities in the region that meet the Regional Growth Vision's objectives.
10. Develop a training program for the pro forma software (adaptation of Place's software) used for site-specific market feasibility analysis (used in FY03/04 for 3 MTA sites). This will allow SCAG to assist cities promoting development consistent with the

Growth Visioning Principles. The program should include the following three elements – SCAG Staff Training, Subregional Staff Training, and Evaluation & Control of Measures.

- 10.1. SCAG Staff: Train staff to 1) use the software for parcel specific sites, 2) decipher the elements of the 2004 RTP Alternative at fine geographic scales and clearly understand the data and assumptions
 - 10.2. Subregional Staff: Train Subregional staff to 1) use the software for parcel specific sites (if the Subregion is participating in the FY04-05 Growth Visioning Implementation Program), 2) decipher the elements of the 2004 RTP Alternative for their Subregion at fine geographic scales and clearly understand the data and assumptions (for Subregions who have existing or emerging data centers)
 - 10.3. Evaluation & Control of Measures: 1) make recommendations to ensure data in the Pro Forma software remains current, 2) develop controls on the use of data to maintain its credibility, 3) Report on the value of data outside of the region. To whom should it be provided?
11. Assist SCAG in the development and marketing of a technical resource pool to provide information and assistance to agencies and others in support of implementation of the Regional Growth Vision.

Demonstration Projects

Success begins with “real world” local examples of land use decisions and/or development projects that positively influence the land use-transportation linkage. These will become affirmative models for other local governments throughout the region considering projects that meet the Regional Growth Vision’s objectives. In order to ensure demonstration projects are initiated and completed, the following steps should be considered:

12. Develop criteria to determine how cities get selected for market feasibility analysis assistance (see task 10). The criteria should include availability resources (need of assistance), location within or adjacent to one of the priority corridors and/or centers (see task 8), and marketability (will the private sector already go without our assistance?).
13. Develop a toolbox for local governments whose sites have been analyzed and now have site-specific development standards that pencil out (parking ratios, FARs, etc.). The toolbox could include sample site design standards and/or recommendations that are consistent with the Growth Visioning Principles.
14. Develop a strategy to ensure cooperation and integration with County Transportation Commissions (CTCs) responsible for a Corridor/Center that includes the specific project area (e.g. the site is ready for development but needs shuttle service to be a success).

15. Develop (or compile and package) a “suite of services,” including model codes and ordinances, that support implementation of the 2004 RTP land use vision through incentive based initiatives and technical assistance intended to create change within local jurisdictions planning activities to meet the objectives in the 2004 RTP targeted for 2010 and beyond.

Deliverables

1. Local government implementation plan
2. Public relations strategy, including media plan, outreach presentations, website content
3. Local land use tracking and monitoring system
4. Market feasibility analysis training program and selection criteria
5. Local government implementation technical assistance materials

Schedule

The contract will be for a period not to exceed twelve (12) months without written consent from SCAG.

EXHIBIT A TO ATTACHMENT 1

Southern California Compass Implementation Framework

The Compass Growth Vision is centered on the four Principles adopted by the Growth Visioning Subcommittee. Accordingly, the strategies for implementation are also grouped by Principle. There are some techniques however which transcend any one Principle and therefore should be seen as an overarching strategy. These action items are grouped in the following series of general strategies for implementing the Growth Vision.



Overarching Strategies

- **Develop a monitoring system to gauge local and regional success of the elements within the Growth Vision**

What gets measured gets done. One of the key advantages of a scenario planning approach is the reliance on monitoring, evaluation and adjustment of strategies based on success or failure. Without quality monitoring systems in place it can be difficult, even impossible, to accurately gauge the success of planning efforts. The RTP and Growth Vision both lend themselves well to detailed monitoring. The statements and policies about the future that will result from actions made today, tomorrow and the next few years can only be ensured if we can continually verify that we are on track. It is vital to measure our actions objectively to determine the level of performance we are attaining. This monitoring can provide an early warning system if things are not going according to plan. On the other hand, it can also alert us to early successes from which we can learn lessons and in fact further the goals of the plan.

Of utmost importance in developing a monitoring system for the Growth Vision is that the measures and techniques to be employed are developed through a collaborative process where all participating jurisdictions can agree with both the purpose and method of the monitoring. Once developed, this monitoring system should be utilized on a regular basis, resulting in a report, shared with all member jurisdictions, that will help them understand how their policies and actions are either enforcing the collective goals of the vision, or where changes and new ideas may be warranted.

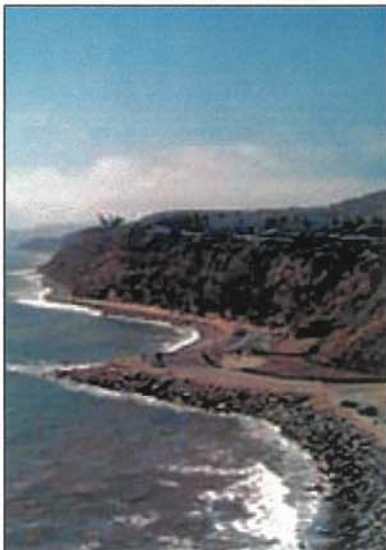
SCAG should begin by incorporating the Growth Visioning monitoring system into the State of the Region Report. The Report should include benchmarks and indicators, which evaluate progress toward quantifiable goals derived from the Vision. This monitoring system should also be employed to compare the differences between the 2001 and 2004 Regional Transportation Plans to learn more about the resulting reduction in emissions.

- **Develop a legislative agenda to aid in the realization of the Vision.**

Coordinate this agenda with the other regional governments in the state, such as ABAG/MTC, SACOG, and SANDAG, to change State law that hinders the common approaches of the regions. State policy affects a wide variety of issues including topics such as transportation policy, housing, and even labor laws that may be weakening the Southland's potential to attract manufacturing firms.

Issues to be addressed at the State level include:

- Establish priorities based on the Vision for which we can leverage funds for local governments to use.
- Use housing allocation funds and discretionary decisions at the State and federal level to reinforce and support the Vision.
- Make compliance with a regional vision of tangible benefit, such as shifting the burden of proof for EIR compliance from the city and developer to the plaintiff, once compliance with objective measures of a growth management strategy are attained.



- **Update the Regional Comprehensive Plan as a tool to coordinate local plans and embrace the Southland's many unique local identities.**

Experience suggests that SCAG, the subregions, and local jurisdictions could more easily achieve their collective goals by actively encouraging and empowering subregional planning and coordination within the context of a regional comprehensive plan. The Vision should be built on this type of cooperative partnership. The Vision will be implemented through decisions made every day at the local level and will therefore only succeed by helping to accomplish local desires.

The effort required to implement the Vision will not fall on any one jurisdiction. Cities, Counties, Transportation Authorities and SCAG are partners, sharing the responsibility for making the Vision a reality for the residents of the Southland.

- **Create a targeted public relations strategy that emphasizes regional leadership and builds a sense of common interests that truly resonates with Southern Californians and begins to develop a deeper respect for SCAG by the subregions and local jurisdictions.**

We've heard from several subregional groups that the idea of public relations is critical and has great potential for lasting success. This outreach should take a variety of forms. In the beginning the primary goal will be to publicize the important regional planning activities underway with SCAG's partners and the public. This could involve speaker's bureaus, planning assistance, and various press strategies. Other regions have also found great success by preparing handbooks or tools to assist their member cities in achieving the shared vision.

Education can also be a key component of this outreach strategy. Education opportunities exist both in and out of the classroom. Conferences or symposiums can be an excellent way to bring important regional lessons to groups of elected officials, planners, and even students – our future leaders. Another strategy that has been successful is bringing regional planning into the schools themselves. A first strategy might involve university level coursework through working with some of the many planning schools in the Southland. Further down the road, a program could be developed to educate high-school age children. For years Chicago had a mandatory class that taught children about their famed Burnham Plan of 1909. Getting children involved in the importance and quality-of-life benefits of planning at an early age helps to ensure that it will remain a topic of interest and concern as they become adults.



- **Establish a method to convene representatives from government, civic leaders and members of the development community to work together on issues and challenges that are shared by communities within the Southland.**

Setting up periodic forums to bring these groups together can be instrumental in all parties fully understanding each other's wants and needs, and from that derive possible solutions. This coordination will help to allow the private sector to build the type of products for which member jurisdictions are striving.

Implementation Tools by Principle

PRINCIPLE #1

Improve mobility for all residents

- ◆ Encourage transportation investments and land-use decisions that are mutually supportive
- ◆ Locate new housing near existing jobs and new jobs near existing housing
- ◆ Encourage transit-oriented development
- ◆ Promote a variety of travel choices

Implementation Strategies

- **SCAG should begin each RTP process with scenarios based on geographic land use knowledge within the TAZ's to inform the projections.**

The 2004 RTP benefited from the land use element that evolved from the Compass process. This “bottom-up” approach has met with success during the Compass process. This includes incorporating input received locally from the subregion and city review of the Growth Vision into a “starter Compass scenario” for the 2007 model runs, informed by the monitoring of key indicators in the interim.

There is no reason to wait to model these virtual futures. Continual scenario modeling, coupled with a detailed monitoring system, will allow SCAG and local jurisdictions to be continually informed regarding the benefits of the various strategies they are employing.

- **The Regional Transportation Plan is now aligned with the principles of the Growth Vision. SCAG should prioritize transportation improvements for optimum realization of those goals.**

Projects funded by the RTP could be evaluated using the Vision, and the Vision could provide incentives for implementation of key policies in the RTP. The Corridors described in the Vision and on the map are one of several items to explore. Corridors are the easiest places to make a case for using federal and state dollars to help cities with planning. Fully utilizing the corridors will help to focus the necessary land use changes into areas where change is both wanted and needed, protecting stable neighborhoods from significant impact. Increasing the housing and jobs in these corridors was one of the leading components of the Vision and led to many of the modeled transportation efficiencies of the 2004 RTP.



Providing transit options is a way to improve mobility for residents within the region.

- **Develop a diverse set of pilot corridor projects that show the Growth Vision in action.**

Successful pilot projects can demonstrate progress in the implementation of some of the key principles of the Vision. These studies can help in understanding market and regulatory barriers that inhibit both economic growth and the provision of needed housing. Further, they can act as a catalyst, showing other developers, lenders, and jurisdictions the potential that can be achieved.

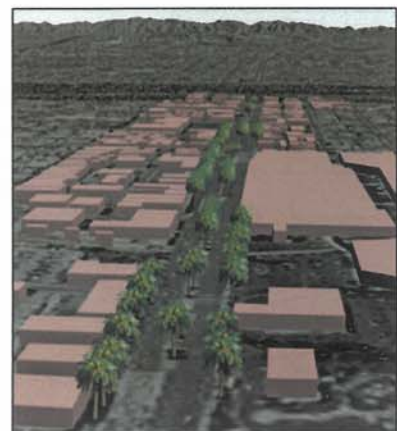
For each of the corridor pilot projects, the parties involved should engage in a full land use and transportation study. Strategies would include:

- Combining land use and transportation strategies, rather than holding land use constant and changing transportation investments on a case-by-case basis
 - Using the principles of scenario planning to investigate options and develop feasible strategies that allow the region to ‘plan without boundaries’
 - Using a wide-ranging public awareness program, including workshops or charrettes, to engage the public in developing scenarios and strategies.
 - Developing a set of measurable criteria to evaluate different scenarios and using a consistent set of criteria to select a final strategy.
 - Using this process to help define options for developing the Environmental Impact Review.
- **Work with County Transportation Commissions to help coordinate inter-regional transit travel.**

A reoccurring theme at the many Compass workshops was the difficulty faced by some in using transit to travel across the region. Concerns ranged from varying fares, to headways, and most importantly gaps in service that seem to correspond to jurisdictional boundaries. The needs of residents of the Southland transcend city and county borders. These boundaries must be removed from the thought process in planning for seamless travel.

Following is a first list of suggested pilot projects for implementing the vision.

1. Gold Line Extension
2. Exposition Line
3. Valley Bus Way
4. Maglev IOS
5. San Jacinto Line
6. Highway 30
7. 101 Corridor HOT lanes
8. CenterLine
9. North Los Angeles County to the High Desert
10. Other corridors with significant transportation and land use interaction



PRINCIPLE #2

Foster livability in all communities

- ◆ Promote infill development and redevelopment to revitalize existing communities
- ◆ Promote developments that provide a mix of uses
- ◆ Promote “people-scaled,” walkable communities
- ◆ Support the preservation of stable, single-family neighborhoods

Implementation Strategies

- **The Regional Housing Needs Assessment process should be coordinated with visioning and planning at the regional level to identify areas of common interest and mutual benefit.**

The Compass process should be used as a means of collaboration and compromise to revise the RHNA process to one that is less adversarial and more creative. As creator of the RTP, SCAG has the ability to begin this process by bringing to the conversation a common base of understanding, one based on the demographic needs of the region. Building the process on top of a commonly held vision of the future can help to focus the discussions on both regional and local needs while bringing consistency to the regional planning effort.

- **Endow the subregions with greater responsibility in conducting their own visioning.**

Use these efforts to guide the shape of regional plans, recognizing that the cities and counties are the cornerstone of implementation. SCAG’s role would be to facilitate this work and help with coordinating the many jurisdictions involved in any planning project. Building the Growth Vision from local planning efforts is an idea that resonated well with the subregions and local jurisdictions that participated in Compass workshops, policy dialogues, and scenario review sessions.



Walkable communities help improve livability and promote a mix of uses.

- Establish vision elements, such as Centers and Corridors, and a well-defined open space system with clear objectives for development, preservation and social equity.

Agencies may use these objectives in providing assistance to developers that want to further city goals with their projects. SCAG can work to ensure that the Vision and its map evolve to recognize the local implementation efforts and priorities that are discovered during the process.



- Offer planning assistance and cooperatively develop a set of recommended model ordinances for those that wish to implement specific parts of the regional Vision.

Model ordinances can be used to help make development that supports the vision ubiquitous rather than the exception. Through pilot projects, handbooks and partnerships, the cities of the region have many resources at their fingertips to assist in planning for, and achieving a substantial amount of new housing units through infill. Research of pilot projects during the Compass project alone has shown that policies such as allowing for flexible building height standards and reductions in parking requirements for these pedestrian friendly areas can reduce costs by as much as 30%. Continued exploration and ongoing projects will provide the region with the tools necessary to properly utilize land use, specifically infill, to enhance the transportation corridor efficiency.

PRINCIPLE #3

Enable prosperity for all people

- ◆ Provide, in each community, a variety of housing types to meet the needs of all income levels
- ◆ Support educational opportunities that promote balanced growth
- ◆ Ensure environmental justice regardless of race, ethnicity or income class
- ◆ Support local and state fiscal policies that encourage balanced growth
- ◆ Encourage civic engagement



A variety of housing types enables prosperity for all people.

Implementation Strategies

- **Create a regional database with a wealth of knowledge for planning and economic development.**

SCAG should assemble and keep current a quality GIS inventory of: vacant and reuse opportunity sites, local and regional open space plans and information that will help companies find locations within the Southland near to their desired employees. This data should be shared with jurisdictions and the development community. This data sharing will promote jobs-housing balance, open space preservation and the enabling of infill development and investment in areas that are largely developed.

- **Foster greater cooperation between business, government and community organizations through training in public-private partnerships.**

This effort opens the door to the creation of important partnerships with the development community, learning from them how policies and practices both help and hinder the creation of the products that support the vision. These developers will benefit as they work with the cities and counties, and will be able to act as ambassadors to their colleagues.

- **Accelerate employment balance throughout the region**

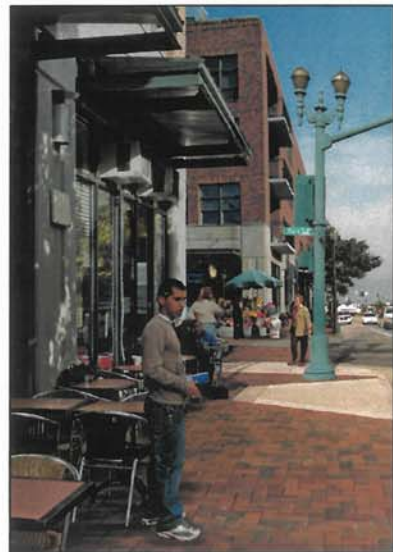
The natural progression of growth in the Southland during the past several decades has been to initially develop an area as a place for people to live who have either been priced out of the market where they work or are willing to commute farther in exchange for other housing or neighborhood amenities. This of course leads to an imbalance of too many households versus available jobs in the area. In the years that follow, manufacturing and professional jobs often move to these areas in response to both land price and the availability of workers.

A goods movement strategy that is designed to address the forecasted near tripling of freight coming in to the Southland over the next 25 years can play a vital role in enabling these employers to locate in these housing rich areas. It is therefore important when planning for the region's transit and highway corridors to also focus on logistics and goods movement.

Southern California is multi-centric. Creating efficient access and goods movement allows these centers to develop in a balanced fashion. Being locations for people to live, they also have the basic elements for prosperous job centers.



Before

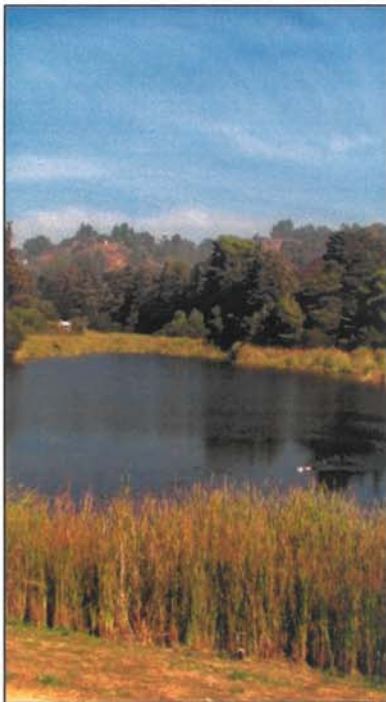


After

- **Implement the techniques outlined in the 2004 Regional Transportation Plan's privately funded projects.**

Jobs for people working in the middle class are not as available as they should be. State policies and changing demands on infrastructure from the increases in distribution are hindering the region's competitive advantage for manufacturing jobs. Addressing the infrastructure and location needs of manufacturing and distribution would allow for more people to have access to these jobs. This would enable people in that cohort to more readily afford homes.

Discussion has been initiated at the State level in regard to a manufacturing tax credit. SCAG could help to increase economic security by using the Vision to create empowerment zones where employers would reap benefits for providing family wage jobs to people living locally. This can also be an assistance tool for areas that have historically been overlooked by new investment.



- **Engage a study to look at how public investment such as transit facilities increase land value and what options may exist to use newly created wealth to increase opportunities for others and create more transit oriented developments.**

The increased value that comes with reinvestment in a specific area can often mean that existing families are priced out of housing, or that it is not feasible for the market to produce the needed affordable housing. Cities are further trapped in that funds provided by the developers for city creation of affordable housing have diminishing purchasing power with the success of the nearby developments. There may be avenues to explore whereby the public could in some form receive a part of the benefit from the increases in land value that result from the new projects that have been enabled by the public's funding of the transit improvements that have made those developments possible.

PRINCIPLE #4

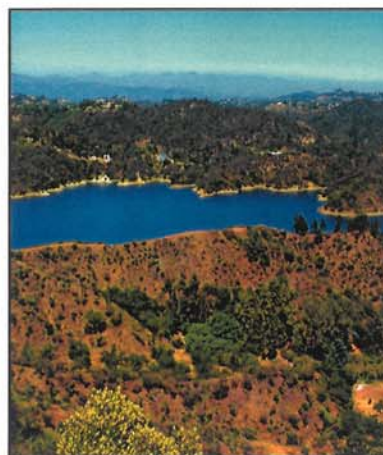
Promote sustainability for future generations

- ◆ Preserve rural, agricultural, recreational and environmentally sensitive areas
- ◆ Focus development in urban centers and existing cities
- ◆ Develop strategies to accommodate growth that use resources efficiently, eliminate pollution and significantly reduce waste
- ◆ Utilize “green” development techniques

Implementation Strategies

- Integrate the many open space and habitat plans underway throughout the region into an Open Space element for the Growth Vision.

Much significant work has been completed or is underway throughout the region. The open space component of the vision should be deemed equal in importance to components such as urban centers and infrastructure. Through collaboration, SCAG should assemble the many planning efforts into a standardized inventory that can both inform the Vision and provide lessons to other jurisdictions interested in performing similar analysis. This green infrastructure should in no way hinder a jurisdiction's ability to accommodate needed housing or jobs. Rather, they should be rewarded for the extra effort of ensuring sustainability for the Southland. This inventory should be used to monitor sustainability and livability goals and help neighboring cities to plan for open spaces in a coordinated fashion.



Open space is integral to the health of communities.

- Offer training for elected leaders, planning officials, and the development community in green planning and design.

As with planning for infill, handbooks, symposiums, and other education tools should be used to enable cities and counties to embrace the sustainable practices of green building. SCAG should act as a coordinating body to help the region determine a standard set of approaches. With SCAG helping to create these standards, the region's cities may face much less uncertainty at the State level as they work to implement the various techniques.

- **Identify or adopt a conflict resolution mechanism to assist with open space protection agreements already in place and work to enhance additional open space needs.**

SCAG can use its position as a regional leader to bring together the many interests that have a stake in protection or enhancement of open space. During regional planning activities, SCAG should factor in the need for preservation of open space and natural areas when determining growth projections and housing needs.



- **Cities and counties with a well-defined open space system or urban limit lines have a reputation for becoming desirable and expensive. Offer planning assistance and model ordinances that will help to preserve the environment and enable inclusionary housing practices and housing choice.**

Cities throughout the region grapple with deciding how to appropriately address growth for their community while preserving their cherished open space and productive agricultural areas. Some cities and counties, for example, have adopted urban limit lines or growth boundaries. These tools can be very successful; however, they can also lead to unintended consequences. As a coordinating body, SCAG can help to share the 'best practices' and lessons learned by cities that have employed these sprawl preventative measures. These tools can help ensure that the jurisdiction's goals are met, and that they don't run into the problems that might arise from these ideas. Cities across the country that have employed these preservation techniques have had to learn a few hard lessons before finally tuning the regulations to work as intended. By helping with these lessons learned, SCAG can help jurisdictions achieve their goals without facing the pitfalls that invariably come from trying something for the first time.

- **Calculate demand for water based on the Growth Vision projections and distribution.**

SCAG can bring the cities, counties, and water providers together to better coordinate the availability of water with projections and capacity calculations for housing and jobs throughout the region.

PROPOSAL INFORMATION, ORGANIZATION AND CONTENT

RFP No. 05-002

All proposals shall contain, at a minimum, the following information:

LETTER OF TRANSMITTAL

- A brief statement of the respondent's understanding of the work to be done and a positive commitment to perform the work within the required time period.
- Identification of the respondent's cost and fee rate and an estimation of the level of effort required to perform the work.
- A list of the names of the individuals authorized to make representations for the respondent, their titles, addresses, and telephone numbers.

TITLE PAGE

An indication of the RFP number and project title; a list of all team members (prime and any subcontractors); local address and telephone and fax number of the prime; name and e-mail address of the prime's primary contact person; and date of the proposal. The provision of a current e-mail address for the prime's primary contact person is critical.

TABLE OF CONTENTS

A clear identification of the material, by section and page number.

TECHNICAL APPROACH

- A statement and discussion of the project objectives, concerns, and sensitive key issues.
- The technical approach for performing the study includes a detailed Scope of Work along with a program for executing the requirements and objectives of the project. A description of the technical approach to be followed for each major task or activity proposed to be performed and annotated outlines of the proposed final report (as applicable) are to be included.
- A discussion of the difficulties expected or anticipated in performing the study, along with a discussion of how the respondent proposes to overcome or mitigate against those difficulties.
- A detailed schedule for completion of the work, including performance and delivery schedules indicating phases or segments of the project, milestones, and significant events.

- A statement of the extent to which the respondent's proposed approach and Scope of Work will meet or exceed the stated objectives discussed in this RFP. Furthermore, a discussion of how the respondent would modify the project, schedule, and/or cost to better meet these objectives without exceeding the stated budget amount.

PROFILE OF RESPONDENT

- A statement indicating if the firm is local or national and a summary of representative experience relevant to the work described in the Scope of Work for this RFP.
- The location and telephone number of the office from which the work is to be done.
- Identification of the individuals who will perform the work, including officers, project manager and key staff. State the time commitment and include resumes for key individuals.

FEE STRUCTURE/FINANCIAL FORM

- A completed line item budget (see Attachment 5).
- A budget summary by task and by SCAG Fiscal Year. SCAG's Fiscal Year is from July 1st to June 30th.

REFERENCES

A list of at least three references, including the names of contact persons within the firms.

SCAG STANDARD CONSULTANT AGREEMENT

The successful respondent will be required to sign SCAG's standard consultant agreement (Attachment 9) in order to receive the contract award. Respondents must identify in their proposal any concerns or objections they would have with any of the contract terms and conditions if selected for contract award. Respondents shall propose alternative language for consideration.

CONTRACT LANGUAGE IS SUBJECT TO CHANGE PRIOR TO CONTRACT EXECUTION.

Aside from proposal content, respondents should also be aware of the following:

PERIOD OF PERFORMANCE

The maximum period of performance for this contract is 12 months.

DISADVANTAGED BUSINESS ENTERPRISE (DBE)

It is SCAG's policy to make it known that Disadvantaged Business Enterprises (DBEs), as defined in 49 Code of Federal Regulations, Part 26 are strongly encouraged to apply. Firms wishing to get credit for DBE status must be certified at the time of proposal submission. If you are a certified DBE, you must include a copy of your certification with your proposal. For those vendors/consultants located within the southern California region, certification must be either from the Department of Transportation (Caltrans), the Metropolitan Transportation Authority, the City of Los Angeles, the John Wayne Airport Authority, or the Orange County Transportation Authority.

PROPOSAL SUBMISSION

The original should be clearly marked/stamped as such. **One (1) original and six (6) copies** shall be received by SCAG by **3:00 p.m.** (Pacific) on **June 17, 2004** to the attention of **Anthony M. Piunno, Jr., Senior Contracts Administrator**, at the address that follows:

Southern California Association of Governments
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017

All submissions are considered a matter of public record.

SELECTION PROCESS

- Proposals will be ranked in accordance with the criteria described in Attachments 3 and 4.
- Respondents may be brought in for interviews.

EVALUATION OF PROPOSALS

Proposals will be evaluated according to the following criteria, which are listed according to their relative weight in the evaluation process:

- 1. Technical Approach**
 - a. Overall Responsiveness
 - b. Related Experience
- 2. Consultant Firms**
- 3. Project Management**
 - a. Staff Qualifications
 - b. Project Organization
 - c. Reasonableness of Schedule and Budget
- 4. Costs**
- 5. Reasonableness of Schedule**
- 6. DBE Participation**

7. References

NOTIFICATION OF RIGHT TO PROTEST CONTRACT AWARD

Offerors have the right to protest the contract award in compliance with SCAG's *Policy on Contract Award Protests*, which can be viewed online at www.scag.ca.gov under "Doing Business with SCAG." A written protest must be filed with SCAG's Deputy Director within five working days after posting of the Notice of Intent to Award. No verbal protests will be accepted. The protest must be a detailed, written statement of the protest grounds and reference the RFP number and name of the designated Contracts Administrator. The protest must be submitted to SCAG's Deputy Director via both certified mail and fax using the following address and fax number:

Deputy Director
Southern California Association of Governments
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017
213.236-1825 fax

The contract award is held up when SCAG's Deputy Director receives the protest on time. The contract may not be awarded until the protest is either withdrawn or SCAG's Deputy Director has rendered a decision.

BUDGET PARAMETERS

Applicable Work Element Number: 05-050.SCGC1

Funding for this project is contingent upon availability at the time of contract award.

This will be a multi-fiscal-year contract and continued performance under the contract will be subject to availability of funds. SCAG's Fiscal Year is from July 1 to June 30.

SCAG is not responsible for any costs or expenses incurred in the preparation of your proposal.

MISCELLANEOUS

- Debriefings will not be provided by SCAG.
- SCAG reserves the right to reject any and all proposals submitted and to request additional information.
- The contract for this work will be awarded to the firm that the selection committee deems best qualified.
- All applicable documentation must be fully executed by each bidder.
- Every proposal submitted is considered a firm offer that must be valid for a minimum of 90 calendar days.

PROPOSAL EVALUATION FORM

RFP No. 05-002

Consultant Name: _____

Evaluation Criteria	Max. Possible Points	Points Earned	Comments
I. TECHNICAL APPROACH Project Understanding & Approach <ul style="list-style-type: none"> • Tasks & approach clearly described • Creative/innovative approach • Understanding of Caltrans' processes • Complete/thorough description of work plan 	30		
II. CONSULTANT FIRMS: <ul style="list-style-type: none"> • <u>Prime Consultant:</u> • Familiar with regional & local issues • Capability to reallocate resources as needed to meet project schedule • <u>Sub-Consultants:</u> • _____ • _____ • _____ • Each sub provides unique service(s) to the team • Subs are fully capable of performing their tasks • Expertise is clearly required for this study 	25		
III. PROJECT MANAGEMENT Project Team: (Total hours: _____) <ul style="list-style-type: none"> • Reasonable total number & distribution of hours • Qualifications of key individuals • Time commitment of key individuals 	20		
IV. COSTS (Total contract cost):\$_____ <ul style="list-style-type: none"> • Realistic cost in relation to total hours • Total cost within allocated budget 	10		
V. REASONABLENESS of SCHEDULE <ul style="list-style-type: none"> • Total time allocated for each task is realistic • Logical & realistic timing of each task 	10		
VI. DBE PARTICIPATION	5		
VII. REFERENCES <ul style="list-style-type: none"> • Similar projects completed on time and within budget 	Pass/ Fail		
TOTAL	100		

Name of Evaluator (print): _____

Date: _____

Signature of Evaluator: _____

Agency: _____

INTERVIEW EVALUATION FORM

RFP No. 05-002

Consultant Name: _____

Evaluation Criteria	Max. Possible Points	Points Earned	Comments
I. TECHNICAL APPROACH Project Understanding & Approach <ul style="list-style-type: none"> • Tasks & approach clearly described • Creative/innovative approach • Understanding of Caltrans' processes • Complete/thorough description of work plan 	30		
II. CONSULTANT FIRMS: <ul style="list-style-type: none"> • <u>Prime Consultant:</u> • Familiar with regional & local issues • Capability to reallocate resources as needed to meet project schedule • <u>Sub-Consultants:</u> • _____ • _____ • _____ • Each sub provides unique service(s) to the team • Subs are fully capable of performing their tasks • Expertise is clearly required for this study 	25		
III. PROJECT MANAGEMENT Project Team: (Total hours: _____) <ul style="list-style-type: none"> • Reasonable total number & distribution of hours • Qualifications of key individuals • Time commitment of key individuals 	20		
IV. COSTS (Total contract cost): \$ _____ <ul style="list-style-type: none"> • Realistic cost in relation to total hours • Total cost within allocated budget 	10		
V. REASONABLENESS of SCHEDULE <ul style="list-style-type: none"> • Total time allocated for each task is realistic • Logical & realistic timing of each task 	10		
VI. DBE PARTICIPATION	5		
VII. REFERENCES <ul style="list-style-type: none"> • Similar projects completed on time and within budget 	Pass/ Fail		
TOTAL	100		

Name of Evaluator (print): _____

Date: _____

Signature of Evaluator: _____

Agency: _____

CONTRACT BUDGET EXPLANATORY INFORMATION

RFP No. 05-002

The sample line item budget on the following page reflects the most common format used to present budget or compensation information in contracts for planning services. Under this format, the consultant is compensated for its costs, plus given a fixed fee. All consultant (and subcontractor) costs must be allowable and consistent with Federal cost principles (see term VII, paragraph F of the MPO/Consultant Contract Boilerplate). Please be aware that the cost-plus-a-percentage-of-cost bid method, where the consultant's profit is a percentage of the reimbursed costs on a project, is not allowed under Federal rules.

In reviewing the sample line item budget, the following should be considered:

- Under direct labor, it is preferable to identify professional staff by both name and position. Such a format ties the level of effort to the staff actually responsible for the project.
- Direct labor and fringe benefits must be shown as separate dollar amounts.
- There are no provisions in the contract budget for contingency fees.
- The salary rate quoted should be the highest rate of compensation the staffer/position is expected to receive during the life of the contract. Expected merit or cost-of-living increases should be incorporated into the quoted rate.

All consultants must prepare and submit a line item budget using the exact format shown on the following page, or may risk having their proposal disqualified. Furthermore, any subcontractor whose portion of the work is \$25,000 or more must also prepare and submit their own line item budget as part of the proposal.

SAMPLE LINE ITEM BUDGET

Consultant: Planning Horizon Services RFP No. 05-002 Project: Growth Visioning Consensus Building
 1234 Front Street, Suite 100
 Main Street, CA 95814-2100

DIRECT LABOR

<u>Staff</u>	<u>Hours</u>	<u>Rate</u> ¹	<u>Amount</u>
A. Adams, Project Manager	100	\$30.00/hr.	\$ 3,000
B. Brown, Project Leader	1,000	\$24.00/hr.	\$ 24,000
C. Charley, Project Technician	1,000	\$20.00/hr.	\$ 20,000
Clerical support (direct charges)	250	\$12.00/hr.	\$ 3,000
SUBTOTAL – DIRECT LABOR	2,350		\$ 50,000

¹Direct Labor rates must be traceable to current payroll records.

OVERHEAD AND FRINGE BENEFITS²

Direct Labor Overhead (as determined from company records)	\$ 40,000
Fringe Benefits (as determined from company records)	\$ 15,000
SUBTOTAL – OVERHEAD AND FRINGE BENEFITS	\$ 55,000

²Many items that are normal business practice costs and tax deductible are not allowable under Federal and State contract rules (e.g., dues, advertising, contributions, bad debts, interest expense, meals, and entertainment). For a complete listing, see 48 CFR 18.36 and OMB-87.

TOTAL DIRECT LABOR, OVERHEAD, AND FRINGE BENEFITS **\$105,000**

FIXED FEE³ (rate should be consistent with other billings for similar services) **\$ 10,500**

³Fixed Fee is calculated on Direct Labor, Overhead and Fringe Benefits only, not on Subcontractors/Subconsultants.

SUBCONTRACTORS⁴

<u>Subcontractor</u>	<u>Hours</u>	<u>Rate</u>	<u>Amount</u>
Choo-Choo Engineers	1,000	\$30.00/hr.	\$ 30,000
Overhead and Fringe (50%)			\$ 15,000
Subtotal			\$ 45,000
Fixed Fee (10%)			\$ 4,500
Total Choo-Choo Engineers			\$ 49,500

W. Water, Environmental Consultants	100	\$36.00/hr.	\$ 3,600
SUBTOTAL – SUBCONTRACTORS			\$ 53,100

⁴All subcontractors whose portion of the total contract exceeds \$10,000 more must break out their costs above in the same format as has been done for Choo-Choo Engineers.

OTHER DIRECT COSTS (ODCs)⁵

Graphics development	\$ 2,500
Postage	\$ 100
Printing	\$ 1,000
Telephone (long distance)	\$ 200
Travel (local)	\$ 200
Parking	\$ 75
SUBTOTAL – OTHER DIRECT COSTS	\$ 4,075

⁵ODCs must be fully documented and included with invoices during the contract period of performance. If contract is subject to a pre-award audit, support for these ODCs will be reviewed similar to that done for Direct Labor, Overhead, and Fringe Benefits.

TOTAL CONTRACT COST⁶ **\$172,675**

⁶Contracts less than \$250,000 MAY require a pre-award audit; those at \$250,000 or more WILL require a pre-award audit.

TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29 DEBARMENT AND SUSPENSION CERTIFICATION

RFP No. 05-002

All persons or firms, including subcontractors, must complete this certification and certify, under penalty of perjury, that, except as noted below, he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager:

is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal agency;

has not been suspended debarred, voluntarily excluded or determined ineligible by any Federal agency within the past 3 years;

does not have a proposed debarment pending; and

has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past 3 years.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining bidder responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of actions.

Name of Firm

Signature (original signature required)

Date

SCAG CONFLICT OF INTEREST FORM

RFP No. 05-002

SECTION I: INSTRUCTIONS

All persons or firms seeking contracts valued at \$25,000 or more must complete and submit this SCAG Conflict of Interest Form to SCAG along with your contract proposal. This requirement also applies to any proposed subcontractors whose portion of the overall work is valued at \$25,000 or more. Failure to comply with this requirement may cause your contract proposal to be declared non-responsive.

In order to answer the questions contained in this form, you will need to review SCAG's Conflict of Interest Policy, the list of SCAG employees, and the list of SCAG's Regional Council members. All three documents can be viewed online at www.scag.ca.gov. The SCAG Conflict of Interest Policy is located under "Doing Business with SCAG," whereas the SCAG staff and Regional Council members lists can be found under "About SCAG."

Any questions regarding the information required to be disclosed in this form should be directed to Justine Block, SCAG Deputy Legal Counsel.

Name of Firm: _____

Project Name or Description: _____

RFP Number: _____

Date Submitted: _____

Preparer's Name: _____

SECTION II: QUESTIONS

- Does your firm have any existing relationships with employees of SCAG or members of the SCAG Regional Council that could be construed as involving "conflicts of interests" (i.e., financial interests) within the meaning of the SCAG Conflict of Interest Policy, or which would give rise to a conflict if your firm becomes a recipient of a contract with SCAG?

_____ **YES** _____ **NO**

If "yes," please list the names of those SCAG employees and/or SCAG Regional Council members and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

2. Have you or any members of your firm been an employee of SCAG or served as a member of the SCAG Regional Council within the last twelve months?

_____ **YES** _____ **NO**

If "yes," please list name, position, and dates of service:

Name	Position	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Are you or any managers, partners, or officers of your firm related by blood or marriage/domestic partnership to an employee of SCAG or member of the SCAG Regional Council that is considering your contract proposal?

_____ **YES** _____ **NO**

If "yes," please list name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____

4. In the last twelve months, have you or any members of your firm been a business partner of, employed, or been about to employ an employee of SCAG or member of the SCAG Regional Council?

_____ **YES** _____ **NO**

If "yes," please list name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____

5. Have you or any managers, partners, or officers of your firm ever given (directly or indirectly), or offered to give on behalf of another or through another person, contributions (including political contributions) or gifts to any current employee of SCAG or member of the SCAG Regional Council?

_____ **YES** _____ **NO**

If “yes,” please list name, date gift or contribution was given/offered, and dollar value:

Name	Date	Value
_____	_____	_____
_____	_____	_____
_____	_____	_____

SECTION III: VALIDATION STATEMENT

This Validation Statement must be completed and signed by at least one General Partner, Owner, Principal, or Officer authorized to legally commit the selected firm.

Project Name or Description: _____

RFP Number: _____

DECLARATION

I, (printed full name) _____, (Social Security Number; optional) _____ hereby declare that I am the (position or title) _____ of (firm name) _____, and that I am duly authorized to execute this Validation Statement on behalf of this entity. I hereby state that this SCAG Conflict of Interest Form dated _____ is correct and current as submitted. I acknowledge that any false, deceptive, or fraudulent statements on this Validation Statement will result in rejection of my contract proposal.

Signature of Person Certifying for Selected Firm
(Original signature required)

Date

NOTICE

A material false statement, omission, or fraudulent inducement made in connection with this SCAG Conflict of Interest Form is sufficient cause for rejection of the contract proposal or revocation of a prior contract award.



SCAG Vendor/Consultant Application Materials

TO: Prospective Vendors/Consultants

SUBJECT: Incorporation of Vendors and Consultants into SCAG's Management Information System

All vendors and consultants doing business or interested in doing business with the Southern California Association of Governments (SCAG) must have an account created in SCAG's vendor and consultant database. Including all of our vendors and consultants in the database allows for more expeditious business transactions.

To ensure that there is an account for you in the system, please complete both the enclosed SCAG Vendor/Consultant Application Form (2 pages) and the Commodity Code/Consultant Profile (3 pages). **Please be sure to check all boxes of the Commodity Code/Consultant Profile that apply to your company's particular business interests or areas of expertise.** Feel free to use the "Other" option and write in your own detailed description if none of the codes fully capture the essence of your work. For commodity code definitions, please refer to the attached Description of Potential Technical Service Needs.

Please remember to indicate your Federal Tax Identification Number (TIN). If you are not incorporated and are a 1099 company, please provide your 1099 Tax Reportable Name, as well as either your TIN or Social Security Number (SSN).

When finished, please fax pages one through five to Audrey Espino at (213) 236-1825, or mail your completed application materials to:

Audrey Espino
Southern California Association of Governments
818 W. Seventh Street, 11th Floor
Los Angeles, CA 90017-3435

Questions regarding the application materials should be directed to Sandee Scott at (213) 236-1974 or Laura Aguilar at (213) 236-1922.

Again, if you wish to be included in SCAG's vendor and consultant database, pages one through five of the application materials must be completed and returned by your company.

Sincerely,

Sam Mehta
Manager of Contracts

Attachments: SCAG Vendor/Consultant Application Form
Commodity Code/Consultant Profile
Description of Potential Technical Service Needs

Main Office
818 West Seventh Street
12th Floor
Los Angeles, California
90017-3435

t(213) 236-1800
f(213) 236-1825

www.scag.ca.gov

SCAG Vendor/Consultant Application Form
(please print clearly)

Name of Company: _____

Address: _____

City: _____ State _____ Zip Code _____

Federal Tax Identification Number (TIN): _____

Primary Point of Contact: _____

Title: _____

Telephone Number: _____

Fax Number: _____

E-mail Address _____

(Please give careful consideration to the e-mail address provided. It will be used to notify your company of relevant Invitations for Bid, Requests for Proposals, etc. The email address listed should be that of someone who typically handles bids and proposals for your company.)

Company Web site Address: _____

PAYMENT ADDRESS (IF DIFFERENT FROM MAILING ADDRESS ABOVE)

Payment Name _____

Address: _____

City: _____ State _____ Zip Code _____

Telephone Number: _____

Fax Number: _____

E-mail Address _____

Does your firm require a 1099 (circle one)? YES NO

If "yes " provide Social Security Number or Tax ID Number: _____

Is your firm a Disadvantaged Business Enterprise (DBE), as defined in Title 49, Part 26 of the Code of Federal Regulations (circle one)? YES NO

If you are a certified DBE, please provide a copy of your certification with this completed application form. For those vendors/consultants located within the Southern California region, certification must be from either the Metropolitan Transportation Authority, the City of Los Angeles, the John Wayne Airport, or the Orange County Transportation Authority (OCTA). If you have been certified by an agency other than one of these four, we will forward your current certification to Caltrans for verification before SCAG can accept it.

If you believe you qualify as a DBE but are not certified, you may want to contact one or more of the following agencies to initiate the certification process:

DEPT. OF TRANSPORTATION (CALTRANS)

DBE Certification Unit

707 3rd Street, 1st Floor, Room 400
West Sacramento, CA 95605
Phone: (866) 810-6346 Fax: (916) 324-1862
<http://www.dot.ca.gov/>

ORANGE COUNTY TRANSPORTATION AUTHORITY (OCTA)

Small Business Programs

550 South Main Street
P.O. Box 14184
Orange, CA 92863-1584
Phone: (714) 560-5620 Fax: (714) 560-5792
www.octa.net

CITY OF LOS ANGELES

Office of Contract Compliance

600 South Spring St., Suite 1300
Los Angeles, CA 90014
Phone: (213) 847-6480 Fax: (213) 847-5566
<http://www.lacity.org/bca/>

COUNTY OF ORANGE JOHN WAYNE AIRPORT

3160 Airway Avenue
Costa Mesa, CA 92626
Phone: (949) 252-5175 Fax: (949) 252-5225
<http://www.ocair.com/>

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (MTA)

Small Business Diversity and Labor Compliance

One Gateway Plaza
Los Angeles, CA 90012
Phone: (213) 922-2600 Fax: (213) 922-7660
www.mta.net

Should you have any questions when completing your certification application, you can contact Triaxial Management Services at (310) 537-6677. Triaxial offers free consultation support to firms interested in highway construction projects and related contracts involving Federal funding.

Name (Please Print) _____

Signature _____

Title: _____

Date: _____

Commodity Code/Consultant Profile

General Goods & Services

Check	NIGP	Description
	60001	Painters
	60007	Electrical
	60008	Plumbing
	60009	Small General Contractors
	60012	Architects, Engineer
	60016	Security Systems
	60017	H V A C Contractors
	60030	Sound Systems And Electronics
	60102	Postage & Courier Services
	60102.1	Postage Machines
	60104	Memberships(Professional)
	60105	Subscriptions (Periodicals)
	60200	Computer Hardware
	60201	Computer Software
	60202	Computer Supplies
	60203	Computer Services
	60204	Telecommunications
	60233	Appliances
	60400	Audio Visual Equipment
	60401	Audio Visual Supplies
	60402	Video Equipment
	60545	Moving & Storage
	60637	Lease - Equip
	60637.1	Lease – Building
	60638	Maintenance Agreement
	60640	Copiers/Mimeo/Dupl.
	60670	Furniture--Office/Co
	60700	Typewriters & Supplies
	60701	Office Machines, Fax
	60702	Office Machine Supplies
	60710	Stationery Supplies
	60720	Paper, Fine
	60730	Trophies & Awards
	60863	Temporary Staffing
	60875	Registrations (Training & Seminars)
	61000	Office Supplies

Consulting

Check	NIGP	Description
	91804	Accounting/Auditing/Budget Consulting
	91804.1	Organizational, Financial and Performance Audits/Project Management Services
	91806	Administrative Consulting
	91806.1	Administrative Services
	91812	Modeling-Analytical Studies and Surveys
	91812.1	Survey & Data Collection
	91812.2	Travel Demand Model Improvement
	91812.3	Geographic Information System
	91812.4	Software Support for Studies and Surveys
	91812.5	Regional Data Systems
	91817	Aviation Consulting
	91826	Communications: Public Relations Consulting
	91828	Computer Hardware Consulting
	91828.1	Computer Service Center
	91829	Computer Software Consulting
	91829.1	Information Systems
	91829.2	Unix Systems Support
	91829.3	Macintosh Computer Technical Support
	91837	Economy Analysis Consulting
	91838	Education and Training Consulting
	91840	Employee Benefits Consulting
	91843	Environmental Consulting (NEPA & CEQA w/environmental impact report)
	91846	Feasibility Studies (Consulting)
	91849	Finance/Economics Consulting
	91858	Governmental Consulting
	91858.1	Government Relations
	91858.2	Institutional Analysis
	91863	Housing Consulting
	91865	Human Relations Consulting
	91866	Human Resources Consulting
	91866.1	Executive Search
	91866.2	Insurance Broker Services
	91874	Legal Consulting
	91874.1	Legislative Services
	91874.2	Alternative Dispute Resolution
	91875	Management Consulting
	91875.1	Organization & Staff Development
	91883	Organizational Development Consulting

Consulting (cont.)

Check	NIGP	Description
	91876	Marketing Consulting (Surveys, Public opinion polling, market analysis)
	91876.1	Social Economic Impact Analysis
	91876.2	Social Justice/Equity Analysis
	91879	Minority and Small Business Consulting
	91885	Personnel/Employment Consulting
	91892	Urban Planning Consulting
	91892.1	Growth Visioning Planning
	91893	Security/Safety Consulting
	91894	Traffic Consulting
	91895	Telecommunications Consulting
	91896	Transportation Planning Consultant
	91896.1	Highway Corridor Analysis
	91896.2	Rail Planning & Analysis
	91896.3	Transit & Non-motorized Planning & Analysis
	91896.4	Transportation Management & Coordination
	91896.5	Truck Lane Analysis/Goods Movement
	91896.6	Transportation Financing
	91896.7	Transportation & Economic Development
	91896.8	Transportation Investment Analysis
	91896.9	Transportation Modeling Support
	91896.10	Rideshare Contractor and Rideshare Software Support
	91897	Gas, Water, Electric Consulting
	91897.1	Air Quality Planning & Modeling
	91897.2	Water Supply Analysis
	90640	Graphic Design (Services)
	90640.1	Image Setting
	90640.2	Premium/Promotional Items
	96600	Printing & Related Services (Typeset/Print/Layout)
	90868	Project Management
	96115	Catering & Concessions (Vending: Mobile & Stationary)
	96115.1	Coffee & Tea Service
	96115.2	Bottled Water
	96175	Translation Services
	96618	Copying Services (Reproduction)
	91528	Mailing Services & Electronic Information (Fulfillment Services)
		Other (describe here):

--	--	--

DESCRIPTION OF POTENTIAL TECHNICAL SERVICE NEEDS**Transportation Planning - 91896**

Transportation planning experience including non-motorized, transit, highways, aviation and engineering (related to transportation policy/planning), and advanced technology. Ability and experience in conducting highway and transit network analysis and modeling and drawing conclusions from the analysis. Experience in conducting analysis of new transportation technologies. Experience in transportation demand management planning.

Institutional Analysis – 91858.2

Understanding and experience in analyzing and developing governmental mechanisms for establishing joint powers agreements and cooperative financial arrangements, i.e., Memorandum of Understanding, mitigation contracts, mutual service agreements, etc.

Finance/Economics Consulting - 91849

Experience and knowledge of uniform cost estimating, financial forecasting and the ability to perform financial analysis of alternative proposals particularly in the areas of transportation, housing, commercial, industrial and public facilities.

Surveying, Public Opinion Polling and Market Analysis - 91876

Experience and knowledge in developing survey questionnaires, ascertaining specific survey methodologies and sample sizes, and administering public opinion, attitudinal, and behavioral characteristic surveys. Experience in cost and price, service and market demand assessment particularly in areas relating to transportation services. Experience in conducting focus groups.

Social Economic Impact Analysis – 91876.1

Experience in applying input/output model to analyze the social economic impacts of SCAG policies, plans, and programs.

Social Justice/Equity Analysis – 91876.2

Experience in assessing tax burdens, policy/plan impacts/costs/benefits and their allocations among income/ethnic/age/gender etc. groups.

Economic Analysis Consulting – 91837

Experience in examining and reporting on the Southern California economy and constructing/developing model to assess how business will respond to public policies.

Growth Management Planning – 91892.1

Experience in generating growth management strategies, and in investigating, writing reports and working with cities and committees on this subject.

Growth Visioning Planning – 91892.1

Experience in coordination and development of a growth visioning plan from a regional and sub regional perspective. Consultants must demonstrate expertise in simultaneous levels of performance with conceptual understanding of the complexities of such a plan.

Environmental Analysis - 91843

Environmental planning analysis including impact analysis and the development of mitigation measures, with experience in preparing EIR/EIS for complex transportation projects and technical development proposals. Firms experienced in Air Quality Modeling & Analysis, Noise modeling & Analysis, NEPA, CEQA, Clean Water Act (CWA) section 401 & 404, Environmental Impact Report, Endangered Species Act (ESA), Aviation Planning, Air Space Study & Aviation Regulations.

Information Systems – 91829.1

Experience in one or more of the following areas including design and development of complex software products, data base design, and web site design and programming.

Regional Data Systems – 91812.5

Ability and experience in the following areas including development of small area (census tract and transportation analysis zones) forecasts and estimate methods, development of Geographic Information System ARC INFO topologies and related data bases from aerial photography and planning maps, development of site specific employment files. Ability to provide employer site file with employment estimates and individual code identification of all work sites.

Transportation Modeling Support – 91896.9

Firms experienced in travel demand models, experienced in travel surveys, and software related to travel demand models. Firms familiar with the transportation planning process. Firms experienced with GIS interface, trip generation, trip distribution, mode choices and traffic assignment, impact analysis, GIS Arcview, Arcinfo, database management, GIS web applications, and GIS database,

Unix Systems Support – 91829.2

Unix systems administrations, system programming, software development, and software maintenance.

Rideshare Contractor and Rideshare Software Support – 91896.10

Consultant performs systems analysis and software development services for the Information Services Department, Rideshare Operation to maintain and enhance existing carpool matching and transit itinerary software.

Support Services

Assistance in Providing the Following Operational Administrative Services – 91806.1:

Including Word Processing, Reproduction, Data Entry and Verification.

Assistance in Developing Data Base Computer Programs in Support of SCAG's Management Information Systems – 91829.1

Architect/Engineering Services - 60012

Office space planning and construction.

Graphic Support Services - 90640

Provide freelance graphic designers and production artist for purpose of staffing Graphics Unit during overload periods or when regular staff is out due to vacations, sick leave or personal days. Projects include publications, maps and presentations. Must be knowledgeable in major Macintosh Graphics programs including Illustrator, Quark and PhotoShop.

Macintosh Computer Technical Support – 91829.3

Provide technicians to troubleshoot conflicts/problems with software and hardware for (5) Macintosh workstations and a main server for the Graphics Unit. Must be able to set up new workstations, install new software and make recommendations for upgrades/enhancements. Must be available on short notice.

Printing Services - 96600

High quality offset lithography printing of publications including newsletters, posters, brochures, premium items, letterhead, envelopes, business cards, reports, presentation folders to name a few. Vendor must be able to accept digital files from the Macintosh. Computer to plate or Direct to Plate print proofing preferred (this process avoids costly film or matchprint proofing).

Premium/Promotional Items – 90640.2

Provide imprinting of graphics on premium items for special events or promotions. Some of these items include cups, mugs, t-shirts attached cases to name a few. Vendor must also supply product for imprinting.

Imagesetting – 90640.1

Vendors to provide 35 mm slide output, Iris Prints and large digital scans of artwork. Other services include Film Processing, Award Plaque production, Framing, Photo shoots-freelance photographer, Mounting/Lamination of Posters, and Royalty-free Stock Photos

Legislative Services – 91874.1

Experience with legislative analysis and advocacy particularly at the State and Federal level.

Government Relations – 91858.1

Experience working with elected officials and staff in information exchange and policy development.

Public Communications - 91826

Experience and knowledge in the techniques of effective public communications and designing collaborative outreach programs for specific work effort.

Organization and Staff Development - 91883

Services in staff development and training including managerial strategic planning, organizational analysis, individual and group coaching/interventions and onsite custom seminar planning in a variety of areas including communication, interpersonal skills, wellness, personal development, and technical skills. Experience in the public sector is desirable.

Organization, Financial and Performance Audits/Project Management Services – 91804.1

Experience in preparing annual audit reports and recommendations relative to organizational effectiveness. Requires knowledge of preparing reports pursuant to A-133 and Single Audit Reports to the Federal Government. Experience and knowledge with computerized accounting systems used in governmental entities. Experience in providing assistance in managing projects.

Human Resources Planning - 91866

Experience, particularly with public agencies, in classification compensation and benefits analysis, performance management, and related areas.

Legal Services – 91874.1

Ability to provide legal services with particular emphasis on long-range planning in the areas of transportation, housing planning, and environmental review. Knowledge and experience in dealing with Federal and State laws in these areas.

General experience and knowledge in the legal operation issues in public agencies in California, including, but not limited, to personnel and contracts.

Alternative Dispute Resolution – 91874.2

Provide alternative dispute resolutions services, including convening, mediation and negotiated rulemaking for public policy issues.

Computer Service Center – 91828.1

Assistance in managing our Computer system. Experience with Novell and AIX systems. Computer Hardware, Software, Training, and Maintenance services.

Executive Search – 91866.1

Conduct high level executive recruitment. Public sector experience required.

Insurance Broker Services – 91866.2

To provide broker of record services for the agency in the areas of comprehensive health and welfare benefits, workers' compensation, property and liability, Public Officials, and Employment Practices Liability.

